

EL PASO HERALD

ENTRANCES TO NEW ANNEX, ON
SAN ANTONIO ST., MESA AVE.,
AND THRU EL PASO PIANO CO.,
ON TEXAS STREET.

The Popular

WE CLOSE SATURDAYS DURING
AUG. AT 1 P. M.—MEN'S STORE, &
WOMEN'S SHOE DEPT., IN EL PASO
PIANO CO., OPEN TILL 9:30 P. M.

Send Us Your Mail Orders.

Cor. Mesa Ave. and San Antonio St.

Private Branch Exchange 3300

Phone Orders Promptly Filled.

Special Purchase and Sale of Women's Silk Dresses, \$12.45

Displayed On The Great Fifth Floor

FOR beauty and exclusiveness of style and for wonderful value this is the greatest purchase ever made by our Mr. Weiss. Most exquisite dresses for street and afternoon wear, in finest taffeta, Georgette crepes and combination of the two. When you note these garments, you'll recognize master strokes in designing—harmony of color—taste and tact in trimming. There are dresses that are plain tailored—but what art in their lines and colors. There are dresses of a trimmed elegance—with touches of originality at collars, at the waist and in the blending of colors.

There is such a diversity that we'll not attempt detailed descriptions. We want you to see them. Their beauty alone is an incentive for your visit. To buy such dresses at \$12.45 is a bit of good fortune that women interested in fine dresses will not care to pass up.



American Lady Corsets to \$2.50 at \$1

JUST for Thursday's selling, we offer you a special lot of the celebrated American Lady Corsets, worth up to \$2.50, for \$1.00. This is done merely to get you better acquainted with the new location of our Corset Shop on the fourth floor of our new annex. Take advantage of this saving tomorrow.

Third Floor Daily Bargain Bulletin

HALF LINEN, FACE TOWELS—Hemmed or hemstitched. Neat key border, or plain styles. A strong, durable, good looking towel worth 35c each. For Thursday only, (limit one dozen to a customer). Special **12 for \$2.50**

STAMPED UNDERWEAR—Combination suits and envelope chemise stamped for embroidering. Made of fine grade French nainsook, only requiring embroidering to complete the garments. Cut full and roomy. Values to 75c. **39c** each.

ALL SILK SHIRTINGS—33 inches wide. Neat stripes, in all colors. For those stylish negligee shirts this fabric is unequalled. Regular price \$1.00 per yard and better. Thursday only, (limit material for two shirts), **79c** at a yard.

Women's New Fall Dresses---Smartest Advanced Models, \$10 @ \$15

THIS showing includes the most desired fashions in the combination serge and satin dresses, with colored embroidered trimming, also many new taffeta dresses of good quality, with wide tuck skirts, each tuck corded, some with wide tunic skirts, cluster corded, simple cross-over waists with large white Georgette collars. This is a splendid opportunity to secure the advanced styles in charming new Dresses at popular prices. Your choice, at \$10 and \$15. (Fifth Floor).

Women's New Fall Suits, Special, \$25.00

A NUMBER of very attractive models will receive their first showing and are of particular interest to those who are contemplating a visit to the Northern resorts. The styles are the accepted ones for Fall. They feature the 34 and 36 inch coats, flaring from the hips, also several Norfolk effects. Convertible collars, braid and velvet trimmings are used extensively. The materials are men's wear serge, poplin, Poirer twills, gabardines, broadcloths and velour checks, in blue, green, plum, taupe and black. (Fifth Floor).

95c @ \$1.45 Lingerie Blouses, Choice, 75c

IN order to facilitate choosing, the blouses have been placed on a large table just opposite the elevators, on the sixth floor—conveniently arranged—with extra salespeople, wrapping facilities and cashiers—to insure good service. As fresh as can be are these lovely blouses—dainty and beautiful. Nothing newer in fashion can be had. They're so attractive, so remarkable at their price—that there is scarcely a woman who will be satisfied with just one blouse. They'll go by twos, fours and sixes.

Blouses with big collars, long or short sleeves, with insets of organdy—with embroidered designs in colors—on some are embroidered forget-me-nots—tucks, frills and colored edgings, giving each blouse an individual charm. Lingerie blouses, Voile blouses, Organdy blouses, Batiste blouses. They are fresh—dainty—in the full meaning of the word—possess an unusual amount of style—there are blouses for every Summer need—it is a splendid time to buy a season's supply. (Sixth Floor)

A Merchandising Marvel In Our Men's Store---Men's Palm Beach Suits \$4.95 Values Worth Regularly \$8.00 @ \$9.00

ORDERS placed a long time ago for immense quantities of these suits make it possible for "The Popular's" Men's Store to announce this price which is not matched in any other store in town. Palm Beach Suits were never more popular than now—and they deserve all their popularity, for they are stylish, serviceable, economical and the coolest possible wear for the heat of Summer. You know these suits can be laundered perfectly—and they look like new when they come from the wash. Every man should own one, two or three of these suits, and in the sale which begins tomorrow we make this an easy possibility. This is the biggest value and the best sale of its kind El Paso has seen in many seasons.

And Here's The August Clean-Up Prices On Men's Wool Suits

The \$15.00 Suits Are Now Reduced to	\$10	The \$25.00 Suits Are Now Reduced to	\$16.65
\$16.50 Hart Schaffner & Marx "Dixie Weaves" and the Tropical Woolen Suits	\$11	The \$30.00 Suits Are Now Reduced to	\$20
The \$18.00 Suits Are Now Reduced to	\$12	Higher Priced Suits Worth to \$45.00 Proportionately Priced—Black and Blue Suits Excepted.	
The \$22.50 Suits Are Now Reduced to	\$15	Men's \$4.50 & \$5.00 Cheviot, Worsted and Tropical Weave Trousers,	\$3.65

One-Third Off On Any Man's Straw or Panama Hat



Directors of Allied Governments and Armies Send Addresses to Armies.

Paris, France, Aug. 2.—Letters commemorating the commencement of the third year of the war, written by President Poincaré of France, Gen. Joffre, French commander in chief, and David Lloyd-George, British secretary of state for war, are published in the Bulletin des Armées, the official journal of the French army.

That of Gen. Joffre follows:

"Soldiers of the Republic:

"Your third year of fighting has begun. For two years past you have been supporting with unflinching strength the weight of an insupportable conflict. You have caused all the plans of our enemies to fail. You have vanquished them on the Marne. You checked them on the Yser; and you beat them in the Ardennes and in the Champagne at a time when they were vainly seeking victory on the plains of Russia. Then your victorious resistance during the battle of five months duration broke the German effort in front of Verdun.

Germany will crumble. "Thanks to your stubborn courage the armies of our allies have been enabled to manufacture arms, the work of which our enemies today are experiencing over their entire front.

"The moment is approaching when, under the strength of our mutual advance, the military power of Germany will crumble.

"Soldiers of France, you may be proud of the work you already have accomplished.

"You have determined to see it through to the end. Victory is certain. (Signed) "Joffre."

Justice is on its way.

"For the second time, my friends, we have to commemorate together, a soul stirring anniversary. Two years ago we lived hours that are not to be forgotten. Since then, two sections of mankind have been grappling with one another and are fighting amid streams of blood. The nations who have let loose that stupendous catastrophe have not completely expiated their act. But justice is on its way."

President Poincaré referred to events before the war and related how the German troops entered French territory and continued:

"Two years have passed, but amid the fatigues and perils these recollections, my friends have remained vivid in your souls. Do not let them become obliterated, because it is they who gave to this war its clear significance and bring to light the fate of your race.

"Instinctively, motivated France, which during 44 years had imposed silence on her sorrow, understood in 1914 that the foe who was attacking her, blinded by pride and fanatical by hatred was attempting to destroy her."

"An act of violence, the aggressors are attempting to falsify history. They were at first less knavish and more cynical when they had let themselves in seeing in the treaties granted by them nothing but common scraps of paper. With insolent frankness they accepted the responsibility of their crime."

"The French people were not deceived. The nation was conscious that there was a case of legitimate defense; it rallied spontaneously that sacred union which is the main condition and which, in the end, triumphs in the fourth of August, 1914, an imposing combination."

All Frenchmen Responded.

"The war became immediately in the words of terms, a national war. There, for the first time, a Frenchman remained deaf to the call of his country. When you were called upon to protect your fathers and save your national honor, you were conscious that your national honor was at stake; you knew also that you were going to defend your hearth, held by your fathers, defend all which constitutes France—traditions, ideals, moral forces, preserved and developed by a nation which will not die."

Cause is That of Humanity.

"Among these ideals one of the oldest and deepest rooted is the horror of injustice. The violence meted out to Serbia and the invasion of Belgium still further enhanced the outburst of your noble patriotism. Your resolution to be victorious. You perceived that the cause of which you became the champions out-measured your lives, that it was greater than France herself, that it embraced in reality civilization and humanity."

"It is a noble and heroic undertaking: a crusade for the liberty of peoples. The grandeur of your mission has exalted your courage and you have revealed to the world the true France, that France whose disappearance or humiliation would be a universal calamity and eternal loss to mankind."

German Pressure Restraint.

"Your patience and gallantry during long months have restrained the pressure of the German army. The battlefields where you have repulsed the enemy—the Marne, the Yser, Champagne, Arras, the Meuse and the Somme, mark so many stages of victory. It is you who have enabled Belgium and Serbia to reconstruct their armies. It is you who have given to England the idea to form the admirable division which is fighting now at your side. It is you who have given to Russia the means to supply rifles and guns, cartridges and shells to her heroic troops."

Allied Superiority Apparent.

"Today, as you see the allies are beginning to gather the fruits of your perseverance. The Russian army is pursuing the Austrian army in flight. The Germans, attacked at the same time on the eastern and western fronts, are engaging everywhere their reserves. British, Russian and French armies are cooperating in the liberation of our soil."

"The struggle, alas, is not yet ended. It will still be hard and all of us must continue working and working unceasingly and with fervor. But the superiority of the Allies is already apparent to everyone. The scales of fate had protected oscillations. Now, one of the trays keeps on the ascent; the other is lowering under the burden which nothing will lighten."

Immortal glory is due to Verdun, which has prepared the combined action of the allied armies. Glory be to you, my friends, who have saved France and avenged insulted right."

The British minister of war David Lloyd George, briefly refers to the French armies, to the heroic defense of Verdun and to the offensive movement now in progress.

"For two years of defensive," he says, "we prevented the enemy from advancing. At present we are forcing him to evacuate, step by step, the countries he has profaned."

"Our triumph is desired and awaited by the allied nations and by all people who worship honor and justice."

BRITISH REPORT FURTHER GAINS EAST OF POZIERES

London, Eng., Aug. 2.—Further progress has been made by the British troops to the east of Pozieres in the river Somme region. It was officially announced this afternoon.

Uttar Disregard of Danger Marks Men Who Carry Messages Through Fire.

Paris, France, Aug. 2.—The unexampled conditions of fighting before Verdun have developed a new type of soldier called "the couriers of Verdun." They are the men who maintain communication between the troops in the midst of the mael and officers commanding from the rear. The battlefield into which they dart with orders or after information is a desolated zone where nothing but thick smoke, sometimes white, gives appearance of life; excepting during the brief time of an infantry attack, it is to all appearances dead—the sharpest eye discovers no movement of humanity. The earth is everywhere furrowed by freshly stirred earth, but no one sees the hand that stirred it.

Messenger's Desperate Risk.

Occasionally a form is seen going over this desert land something after the manner of a rabbit bounding into sight out of the herbs and above uneven ground to disappear again; leaping from obstacle to obstacle from ditch to ditch, from shell hole to shell hole as it approaches the front line, at times vaulting, at others crawling, and sometimes kept motionless for considerable periods by showers of projectiles sent over from the other side of the line. The personal benefit of this is the messenger of modern battle; he was never more needed nor more useful than at Verdun and the type will probably bear the brunt for years to come of "the courier of Verdun."

Not a telephone line can resist the incessant bombardment that digs up the soil and levels all field work along the whole line in front of this fortress; consequently to assure communications between the front and the rear is a difficult problem. Communications by carrier pigeons are very uncertain and optical signal are insufficient for various reasons. Nothing is certain excepting the man himself and to transmit information and orders across that beaten field requires something extraordinary in the way of man. He must be an athlete with good lungs and above all, he must have a stout heart.

Cannot Use the Trenches.

The courier of Verdun is unable to use the communicating trenches where he would be out of sight of the enemy because that line is crowded always with soldiers going to or from the front line, and he must be carried back, with men of the commissary department carrying provisions to the men on guard. That is too slow a route for the courier; he must take his chances of being sighted—and hit—above ground.

The first formidable obstacle is the zone that is beaten by "drum fire," where eight inch, six inch and four inch shells are burning with formidable explosions, sending showers of shrapnel over the whole zone. In going through this ordeal, the courier sees everywhere the danger of death, stumbles over corpses, sometimes runs into a cloud of poison vapor before he has crossed it and the danger zone is within range of the smaller German guns and the quick fliers.

Nerves at High Tension.

During the whole distance of a mile or two miles, according to the position, his nerves are at the highest tension, with his mind on the end of his mission and at the same time on the obstacles that are multiplied each instant in his path.

Some of these couriers get through untouched, others crawl back to the starting point bruised or maimed. Some of them never come back to tell the story of their heroic effort.

Display Heroism.

The couriers of Verdun maintained communication from the rear with the heroic troops under the orders of commandant Hagmann—a company of 1424 infantry and a machine gun section of the 32nd—when at the same time several days against overwhelming numbers of assailants. They were all volunteers selected from a considerable number of men who offered themselves for the dangerous mission. One of them was a boy of the contingent of 1916 of childish aspect, who every time volunteers were asked for was the first man to the front. "He had scarcely returned from one of these perilous missions," said his captain, "when he pleaded to be sent out again." Another, literally riddled by fragments of a shell that had burst in his path, had dragged himself back, though unable to rise to his feet, saluted his colonel and said: "Colonel, I am done for, but I have got enough left in me to give account of my mission. He made his report and that was the end of his service for his country."

Are Sent in Couples.

The risks are so great for these messengers that they are generally sent in couples. If one is hit, the other may get through. Two of these men from the commanding post of a brigade crossed the Fumina woods, they were almost at their goal when the shell of a German 2 inch struck one of them full in the chest. His comrade stopped and searched the body for the message, but found nothing; the shell had carried away the pocket and the paper that was in it. He made his way back to the post, seemed almost ashamed not to have executed his mission, and asked: "Colonel, give me a duplicate of the message." He received a pint of water, which was in those days the courier's greatest recompense, and started off again.

Had "Urgent" Message.

One of these couriers presented himself at the commanding post of a colonel, panting, covered with mud, and bleeding freely. He received a message through the zone of a "drum fire" that ploughed the ground yard by yard methodically. He held out an envelope containing the message. "However, did you get through?" asked the colonel.

"Colonel," was the reply, "I don't know; I only noticed that the envelope was marked 'urgent.'"

GERMAN FORT IS HELD BY FRENCH

Paris, France, Aug. 2.—North of the river Somme, Tuesday night, the French troops took a powerfully fortified German work between Hemwood and Monacq farm, it was announced by the French war department this afternoon.

On the right bank of the river Meuse, north of the fortress of Verdun, the Germans gained a little ground in Vaux-le-Chapitre wood and at Chenois.

During the actions the French took prisoner 100 Germans, including three officers.

AUSTRIAN ATTACKS UPON THREE PLACES REPULSED

Rome, Italy, Aug. 2.—The Austrians suffered a severe defeat in Monday's engagement in the Antico valley, the war office announced today. Their attacks on the Italian lines at Monte Selgello, Castellato and Monte Cimone were repulsed with extreme heavy losses for the attacking forces, the official statement declares.

In addition to being pastor of a church in Mount Vernon, N. Y., James Berg is also controller of that city.

Boys' Wash Suits, At Half Price

GROUP ONE—Boys' Wash Suits, fashioned of Chambray, high count percale, linen mixtures and Beach cloth; Norfolk or coat styles; long or short sleeves; white or colored patterns; sizes 2 to 8. Regular \$2.00 values, at **\$1.00**

GROUP TWO—Boys' Tub Suits of Renfro Cloth, Galatea, imported madras and linens; white, solid colors, stripes and novelties; sizes 2 to 8; Norfolk or coat styles. Regular \$4 values, at **\$2.00** (Fourth Floor).

The Popular DRY GOODS CO. INC.